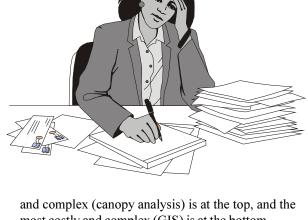
# Community Forestry Inventory Decision Model

A model for deciding the type of inventory to perform

by David J. Stephenson DNR South Central Region

aving some knowledge about what you have is the first step in developing a community tree management strategy. But what information is necessary? What is the best way to collect and maintain this information? What are the strengths and limitations of the various methods? As might be expected, there is no one-sizefits-all answer to these questions. The type of inventory that will fit your community best depends on community size, size of the tree population, the technology level of your community, budget, staff availability and how the information will be used. In an effort to help communities determine what might work best, urban forestry professionals from Indiana, Minnesota and Wisconsin came up with an inventory decision model based on the size of the community's tree population. You will note that there are several suggested options for each tree population category.

Table one lists the various inventory types based on the cost of data collection, quantity of data collected and the cost to maintain the system. The least costly



most costly and complex (GIS) is at the bottom. Across the top are the sizes of a community's tree population. The boxes with check marks show those inventory methods that will typically work best for that community. Note that these are only suggestions—the type of inventory a community ultimately decides upon will depend on many things, including what the inventory will be used for. Additionally, some communities may decide to do more than one type simultaneously because of the different kinds of information they yield. For instance,

> a community may wish to complete a canopy analysis to help them map large-scale changes over time and provide information on benefits and costs of the forest as a whole. Since this type of inventory provides little information on individual tree management, they may also want to do an inventory specific to individual trees.

> > continued on page 5



## Table 1: Suggested Inventory Approaches by Size of Tree Population

Appro	oximate Tree Population →	<1,000	1,000 to 5,000	5,000+
(tr.)	Canopy Analysis	1	V	V
Inventory Options order of complexit	Sample Survey			V
	Tree Tally	V	~	✓ by work unit
	Index Card File	~	~	
	Spreadsheet/Database	<b>/</b>	~	V
	Commercial Inventory Software		~	V
(iii)	Geographic Information System		~	V

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#### Winter 2000/2001



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Community Profile: Tree City USA:

1st year 1999 Population: 4,000 Street Tree

Population: 1,140 Current Stocking:

78% Parks: 6, about 80 acres

Street Miles: 34

#### Program Profile:

City Administrator -Alan Christianson Contract City Forester - Dennis Hohlfelder Tree Board - John Terrill, Don Smrstick, Jerry Selvig, Gwen Effertz, Dewey Floberg & Winnie Lee

#### Equipment:

Bucket truck, chipper, contracted tree spade

2000 Forestry **Operations Budget:** \$37,000

# City Ladysmith

by Don Kissinger DNR West Central Region

Located on the Flambeau River, in the heart of northwest Wisconsin's Rusk County, Ladysmith is the county's largest city and county seat. Ladysmith is actually the fourth name given to this community. It was first named Flambeau Falls in 1885 by surveyors who platted the area. Next it was named Corbett, after the postmaster who established the first post office in 1887. A year later the name changed to Warner, which it remained until 1900. It is said the name Ladysmith was given to the community in July 1900, in honor of socialite Isabel Rogers Smith, the new bride of Charles Smith, a local landowner and influential sawmill and timber operator. Others give partial credit to Ladysmith, South Africa, which in 1900 was in the headlines as much as Jerusalem or Moscow is today, due to the rebel Boers fighting England for their freedom. Interestingly enough, the village's first baseball team was referred to as "the Boers," so there may be a connection.

No matter what you call this community, it has grown significantly from its meager beginnings of 100 residents in 1900. Prominent area employers of today are Mount Senario College—a liberal arts institution with an enrollment of over 1,000 students, Weather Shield—a metal door and window maker, CityForest a tissue products manufacturer and Allen Bradley Company, Inc.—an electronic mechanical equipment manufacturer.

The city's community forestry program is less than 10 years old. A rudimentary inventory and management

plan was produced in 1993, but it was incomplete, covering only the two major parks and only six of the city's 34 street miles. What prompted more complete action were visits by city officials to other communities where active programs showed

These visits, along with a devastating windstorm in May of 1998 where 700 trees were lost,

positive results.

prompted the city to take action. Using an urban forestry grant, Ladysmith inventoried its entire street tree population and plotted tree locations in their two major parks using GPS (global positioning system). The resulting plan listed prioritized actions needed through 2004 on specific street and park trees along with a budget recommendation for each action. The grant also funded hazard tree pruning and removals, and replacement of some the trees lost in the May '98 storm. The project helped Ladysmith meet the standards for their first Tree City USA Award.

Another major step was hiring someone to oversee implementation of the plan. In the past, the director of public works was responsible for any forestry-related work. Forestry was described as an "orphan job," meaning it got done when there was time, which was seldom. To assure that the plan would be carried out, Ladysmith earmarked \$10,000 for a contract forester. Dennis Hohlfelder, a recently retired DNR forester who operates his own landscape tree nursery and had volunteered for the city in the past, accepted the contract position. Dennis performs some arboricultural tasks and coordinates the larger operations such as tree removal, mature tree pruning and tree planting. He has office hours at city hall every Wednesday and is the residents' point of contact for tree issues.

continued on next page



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# Project Profile: Village Nursery Grows More than Trees

by Don Kissinger DNR West Central Region

In 1998, on the heels of receiving their first-ever Tree City USA designation, the highly charged Village of Amherst Tree Board had a brainstorming session for project ideas. Board member Mark Boll had received information from the National Tree Trust's Community Tree Planting program about receiving trees to start a village nursery.

Some members thought this might be too tough a task for the small group, others thought it would solidify the tree board's mission. In the end, the board recognized this as a golden opportunity and asked the village board for a parcel of property to be used on a long-term basis as a tree nursery. The village finally decided on a nice stretch of property surrounded by the Tomorrow River, railroad tracks and the sewage treatment plant where a one-acre section could be used for the nursery.

The tree board wanted the project to have wide ownership. Planning and labor were also much more than the three-member board and Village Forester Mike Hinrichs wanted to tackle alone. This opened the door of opportunity for Derrick Konkol, a Boy Scout who was looking for a meaningful and long lasting Eagle Scout project. Derrick met with the tree board who outlined what they were looking for. It seemed like a good match.

Initially there were four components to the project: 1) Diagram a plan and prepare the nursery site to



Tree Board Secretary Laverne Peterson and Village Forester Mike Henrichs in front of the Amherst Village Nursery and Rock Garden.

accommodate 900 seedlings, planting 300 trees per year on a three-year rotation.

- 2) Organize and install the initial 300 seedlings with Boy Scout labor.
- 3) Fence the area from wildlife.
- 4) Provide for the capacity to easily water the trees.

Derrick contacted local nurseries to determine the requirements for a successful planting area and he solicited several quotes to fence the nursery. After much retooling, a final plan was agreed upon and the site preparation began. Village staff removed the existing vegetation and local merchant Harvey Olson did the first plowing. Derrick and his Boy Scouts removed rocks and roots. Then Brian Krogwold, an Amherst area resident, disked the site to make the soil easy to work. After a second cleaning by the scouts, the site was ready for planting. The National Tree Trust initially provided 100 seedlings. Half of these

continued on page 4

#### Ladysmith continued from previous page

Major program accomplishments include tremendous progress in re-stocking the city's cemetery and parks, creation of green spaces in the central business district where a gravel lot and burned-out building once stood, and perimeter planting of three downtown parking lots. This has all been possible because of a sizable increase to the forestry operations budget, a result in part by justification from the management plan. The biggest program by far, though, is the monthly pickup of tree and shrub prunings, April through November. City Administrator Alan Christianson feels that because of this service, the citizens are more apt to perform the proper whole tree pruning, which correlates to a healthier and longer-lived community tree population.

Christianson stated that one of the city's future objectives is to create an uneven-aged tree population. Another is to buffer conflicting land uses. To address this, they are transplanting trees that would have been lost to development, and creating screens between commercial/industrial areas and residential sites. They also want to expand the park/ tree board's Living Memorial program throughout the entire city.

While the city is not looking for any future changes to their name, they are hoping the recent course they have taken with their community forestry program will continue to bring about positive change to their tree population.

For more information contact City Administrator Alan Christianson at 715-532-2600.



#### Amherst continued from page 3



were placed in pots, also provided by the NTT, and then were installed in the ground. The other half were planted directly in the ground, alternating with the potted trees at three-foot intervals. Assuming the potted trees would be dug first, this would leave sixfoot spacing for the remaining trees to grow to larger landscape size before transplanting into more visible areas of the village.

The village's 1999 Arbor Day celebration was held at the nursery, where, as part of the celebration, Derrick explained the planning and work involved, along with future planting plans. A short time later the remaining 200 trees came in and were installed, mulched and

> watered by the Scouts bringing the total tree count to 300 trees, 100 each of white-cedar, red oak and green ash.

A water supply was the next challenge. The fire hydrant was too far away so the village placed an old, 1,000-gallon tank on top of the hill above the nursery. Derrick's

dad, Bob Konkol, a local plumber, donated hose and his expertise to run a line from the water tank to the nursery. Jon Krogwold, another rural resident, donated industrial quality hose hook-ups so that all trees in the nursery could easily be reached. Derrick approached the local Wal-Mart, who donated hose for the lower portion of the nursery. All told, this initial phase of planning, site preparation, tree installation and irrigation hookup involved seven youth, seven adults and over 140 hours of work.

After the initial planting, the tree board revisited the fencing issue and decided to forego it, due in large part to cost and the desire to see how the trees would fare if left on their own. As fortune would have it, a

tree board member on their way to the nursery spied a considerable amount of fencing in the village metal recycling area. Although it was not enough for the entire nursery, it has protected a considerable number of the cedar that were hard hit by wildlife browsing.

In 2000, the nursery continued to grow under the planting direction of Tim Pederson, a Tomorrow River agriculture teacher. He and his Future Farmers of America students spent two afternoons with the local fifth- and sixth-graders, again planting half of this year's trees in pots and the other half directly in the ground. The Tomorrow River home economics class made and decorated cookies, appropriately shaped as leaves, for the volunteers. The 300 trees and shrubs planted this year were hackberry, flowering dogwood and serviceberry. In 2001 the nursery will receive another 300 white-cedars that will eventually be planted as both a noise and visual barrier to the railroad tracks running into town.

The nursery has brought together many volunteers, some skeptics and some of the village staff who were not initially thrilled about the formation of the tree board. This partnership has also resulted in enthusiasm not found before. A small request from the tree board to strategically place some boulders to protect the nursery from snowmobilers resulted instead in the village public works staff building a large, wonderful rock garden planted with perennials, shrubs and trees!

Maintenance of the nursery and rock garden has been provided by the village forester, his family, tree board members and Portage County Master Gardeners. The nursery has already provided about three dozen green ash and red oak trees to beautify the road to the village sewage treatment plant. It has also created a park-like atmosphere where a picnic table has been placed for people to enjoy this growing tribute to the community's commitment to coming together to make something possible.

For additional information contact Sally Prideaux, Tree Board President, at 715-824-3910.



# New Tree Climbing Courses

Two new courses are being offered by Mid-State Technical College in Wisconsin Rapids, Wisconsin. *Tree Climbing/Aerial Pruning I* and *II* are hands-on courses that will introduce and build competencies in tree climbing and pruning. The courses are available in either weekday or weekend options and will be held at either the Wisconsin Rapids or Stevens Point campus. All climbing gear is provided for use during the courses.

Tree Climbing/Aerial Pruning II starts January 20, 2001. For registration information or to learn more about MSTC's Urban Forestry Technician program, contact Ron Zillmer, program instructor, at 714-422-5586 or <a href="mailto:rzillmer@midstate.tec.wi.us">rzillmer@midstate.tec.wi.us</a>.

#### **Inventory** continued from page 1

Below are explanations of what each inventory method is or involves, and some of their strengths and limitations.

Canopy Analysis—Using aerial photos or satellite data, this method analyzes the canopy coverage of a community and surrounding land. It can be either relatively easy, such as land-use dot grid counting, windshield survey, etc., or extremely complicated such as GIS, involving photo rectification, ground truthing, etc. An analysis of the photos over time allows you to see changes in land use or canopy that can be compared to national land-use standards; e.g., percent commercial, residential, industrial. It can also provide coarse estimates for environmental values, such as storm water retention, air quality, etc. If remote-sensing data are used, some ground truthing will be necessary. Canopy analysis may be most useful for rapidly growing communities. For example, data may be linked with other data to produce an analysis of land parcels to be targeted for conservation or development. Canopy analysis can be used to create a visual presentation to influence policy decisions or public opinion. While not necessary, the use of geographic information system (GIS) software can make analysis of the information much faster and more efficient. CITYgreen software from American Forests, Inc. is an example of a GIS-based program that analyzes canopy cover for use in community or regional planning.

Sample Survey—This is a structured survey of a representative sample of about 2500 trees of the community's tree population. The results of the survey are extrapolated across the community. It is a fairly sophisticated method for taking a baseline assessment of the tree population that can be used for strategic planning. Like canopy analysis, it does not link data to street location for daily management decisions. Rather, sample sites are structured to represent the overall composition of the tree population. A sample survey is most effective for medium to large communities when a complete tree inventory is unnecessary or cost prohibitive. For further information regarding the use of sample surveys, refer to Jaensen¹.

Tree Tally—The tree tally counts every tree managed by the community, but that information is not keyed to street address. For example, a matrix can be developed showing tree species by size down the side, and maintenance needed across the top (Figure 1). Each tree is logged into the corresponding square with a dot or tick mark. This provides enough information for strategic planning but not for daily management such as dispatching maintenance crews for specific tasks. This is a very

simple system that may be most useful in the smallest communities and the largest cities which are divided into smaller work units. Minimal data collection makes it a very fast system to implement. There are no data to maintain, though after several years the community should be re-inventoried. The tree tally is also a good system for a first-time inventory, although many communities have used it effectively for years. Personnel who are collecting tally data should be trained to identify potential hazard trees—they can either perform a hazard tree assessment at that time or flag the location for a thorough follow-up exam.



Figure 1: Example of a Street Tree Tally Sheet

Species	Tree Dia.	Tree Condition & Maintenance Needs							
		Good		Fair		Poor			Dead
		Leave	Prune	Leave	Prune	Leave	Prune	Remove	Remove
American Elm	0-6"	:							
	6-12"	•	MM.	×	<b>X</b>				
	12-18"	II.	図し		П		• •		
	18-24"			×	XI				
	24"+								•
	0-6"	II.			Z		Z		
N	6-12"				MM				
Norway Maple	12-18"							::	
Maple	18-24"							•	
	24"+					Z		N	
Honey- locust	0-6"		Ħ						
	6-12"	II							
	12-18"								
	18-24"					11	Z		
	24"+								•
Etc.									

Index Card File—This method is used to record detailed information on individual trees. The records are kept on paper, such as index cards, and are usually keyed and filed by street address. The amount of data collected can be as simple or as complex as the community wants. Because the information is on paper, the ability to retrieve, sort, tally or analyze the information without the use of a computer is inefficient and time consuming at best. Therefore, it provides good information on individual trees, but not on the resource as a whole. Like other systems that record information on individual trees, a significant investment of time must be made to maintain and update it. This method is best for communities with small tree populations.

Spreadsheet/Database—Similar to the index card file system, this is a complete tree inventory with varying levels of data collection keyed to street location. It utilizes standard spreadsheet or database software and can be customized to meet the needs of the community. Because it is on computer, the information can be efficiently retrieved, sorted and analyzed in a variety of ways, increasing the utility of the information collected. This is a good, low-cost alternative for small- to medium-sized communities that do not need all the

# Corneliancherry dogwood

# (Cornus mas)

by Laura G. Jull, Ph.D. Dept. of Horticulture

University of Wisconsin-Madison

Native To: Central and southeastern Europe and

western Asia.

Mature Height: 20' to 25'

Spread: 15' to 20'

Form: Oval to upright, multi-stemmed to single stem, medium to coarse texture. Often has branches close

to the ground.

Growth Rate: Moderate

Foliage: Opposite, egg-shaped, simple leaves with entire margins reaching 2" to 4" long. Leaves have tightly pressed, soft hairs on the back and are dark glossy green in color. Veins in the leaves are distinctly sickle-shaped.

Fall Color: Yellow to burgundy but leaves often do not change color in fall.

Flowers: Showy, yellow, in very early spring before the leaves emerge in round clusters; long lasting.

Fruit: Oblong, 5/8"-long, cherry-red drupe in summer to fall; edible but tart. Fruit may be hidden by the foliage. Fruit attracts birds.

**Bark:** Exfoliating, scaly and flaky, gray-brown to rich brown in color, somewhat showy when older.

**Site Requirements:** Prefers full sun to partial shade; rich, well-drained soil; pH adaptable.

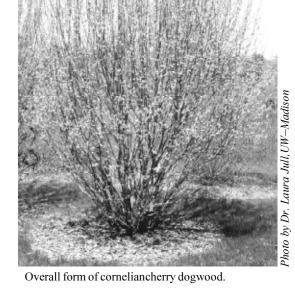
Hardiness Zone: 4b to 7

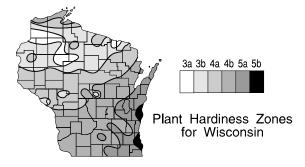
Insect & Disease Problems: None serious. Relatively pest free.

Suggested Applications: Cornelian cherry dogwood is an excellent, small landscape tree that can be used under powerlines. It can also be used as a specimen in small areas, screen, aboveground planters, or as a street tree in wider boulevards.

Limitations: Lower branches can obstruct view of vehicles on streets. Will require pruning for pedestrian clearance beneath canopy. Not tolerant to wet soils or road salt.

Comments: Its outstanding display of very early spring flowers, edible fruit, and dark green foliage provide multiseason interest. It is also very urban and high-pH tolerant with no pest problems.





\* Urban tree size and growth rate vary considerably and are strongly controlled by site conditions.

#### **Common Cultivars:**

'Golden Glory' - Has a more upright form, darker green foliage, and produces an abundance of flowers and fruit.

#### **References:**

Manual of Woody Landscape Plants: Their Identification, Ornamental Characteristics, Culture, Propagation and Uses by Michael A. Dirr, Stipes Publishing, Champaign, IL.

Landscape Plants for Eastern North America, 2nd ed. by Harrison L. Flint, John Wiley and Sons, Inc.,

Trees for Urban and Suburban Landscapes, 1997 by Edward F. Gilman, Delmar Publishers, Albany, NY.



Yellow flowers of Cornus mas.



### Urban Tree Health Matters:

## Pruning Elms and Dutch Elm Disease

by Glen R. Stanosz, Ph.D.

Departments of Plant Pathology and Forest Ecology and Management

University of Wisconsin–Madison

Literature targeted at the general public or tree care professionals may contain warnings not to prune elms during the growing season. Further, the need to treat fresh wounds with dressings or paints in order to avoid Dutch elm disease has been mentioned. I have often wondered about the scientific basis for such recommendations. Should elm pruning be done in the summer or in the winter? Is there any connection between the pruning of elms and occurrence of Dutch elm disease? Do wounds on elms really need to be treated with dressings or paints? Would the presence of wounds really matter to elm bark beetles that can transmit the DED fungi as they tunnel directly into twigs and branches? Are recommendations for winter pruning and wound treatments just "old arborists' tales" or is there good scientific data to support them?

Experiments performed by two different groups of investigators provide data on which to base answers to these questions. Knowledge that long-distance spread and entry of the DED fungi into elms is accomplished with the aid of elm bark beetles led to examination of the effects of pruning on these beetle vectors. The effect of May pruning of English and Siberian elms on the attraction of adults of the European elm bark beetle (Scolytus multistriatus) was tested in California (Byers and others, 1980). The numbers of these beetles collected in traps affixed to pruned branches was compared with numbers collected in traps on unpruned branches. Although the sample size was small, pruned branches apparently were more attractive, with almost four times as many beetles caught on the pruned branches as on the unpruned branches.

More extensive studies examined responses of native elm bark beetles (*Hylurgopinus rufipes*) in Minnesota (Landwehr and others, 1981). Sticky traps were attached to the trunks of trees that either had a limb removed in May or were left unpruned. The pruning wounds on some trees were treated with a wound dressing and were left untreated on others. This experiment was conducted twice, in different years and locations. In each case, more beetles were trapped on pruned trees than on trees that were not pruned. Further, the attractiveness of those trees on which wounds were treated appeared to be reduced.

Numbers of beetles trapped on the trees with dressed wounds were similar to the numbers trapped on the trees that were not pruned.

Unusually high incidence of DED has been associated with previously trimmed elms. Hart and others (1967) described several localized epidemics affecting American elms during the 1960s in Detroit. Surveys revealed 19 to 29 percent of trees were diseased along streets where trees were pruned during the summer of the previous year. This was approximately ten times the incidence of DED among unpruned trees or among all elms city-wide. Relatively high incidence of this disease occurred even on trees pruned as late as August or September. The explanation for these epidemics was suggested to be the enhanced attractiveness of pruned trees to the beetles that carry the DED fungi.

Strategies for maintaining elm tree health include avoidance of practices that favor disease development. Elms should not be pruned during the spring or summer; late fall and winter pruning is recommended. When pruning during the growing season cannot be avoided due to construction or in response to storm damage, a paint or dressing should be applied to wounds. These paints or dressings should not contain petroleum distillates, which can actually damage plant tissues.

continued on page 15

### What Damaged This Tree?

by Kim Sebastian DNR Southeast Region



Turn to page 15 to find out...

7



Selecting and Working with a Consultant

by Cindy Casey DNR West Central Region

This is the second in a two-part series on using consultants to help manage the community tree resource. Part one, "Do You Need a Consultant?" appeared in vol. 7 no. 2 of this newsletter.

Selecting the right consultant and maintaining a good working relationship with the individual selected can be critical to the success of an urban forestry project. A number of printed resources give guidance on using consultants. *Guidelines for Working with Consultants on Urban Forestry Grant Projects* is available on the DNR web site at <a href="www.dnr.state.wi.us/org/land/forestry/UF/resources/consult.htm">www.dnr.state.wi.us/org/land/forestry/UF/resources/consult.htm</a> and from your regional urban forestry coordinator (see page 16). An additional reference is listed at the end of this article.

#### Defining the Consultant's Role

Once you've decided that your urban forestry project requires the services of a consultant, you need to define what, specifically, you want the consultant to do. Start by visualizing the project and all its components. What is the expected result or end product? Who is the intended audience or user? Is the project part of—or a prerequisite for—some larger effort? What tasks are necessary to complete the project? Which tasks will you and your staff or volunteers perform, which will be performed by the consultant? Are there technical, administrative or

political constraints within your organization or agency that might limit openness to new ideas and willingness to implement recommendations? What is the timeline for the project and are interim deadlines necessary? What is the total project budget and what is the budget for the consultant's services?

#### **The Selection Process**

Begin the selection process by asking your legal counsel about the bidding and contracting requirements of your agency or organization. Note also that consultant services exceeding \$1000 must be competitively procured on certain projects funded with DNR urban forestry grants—single-source procurement is not permitted on federally funded projects. For small projects, it may be possible to directly contact several consultants and award the contract based on personal interviews. If your project is fairly complex, or if you're inexperienced using urban forestry consultants, post public notice of your project in local newspapers and/or send a Request for Qualifications to various consultants. Thoughtfully prepared, the RFQ is a screening device that

# Coming Events

January 28–30, 2001—Wisconsin Annual Urban Forestry Conference and Wisconsin Arborist Association Annual Conference and Trade Show. Regency Suites, Green Bay, WI. Contact Bob Gansemer, 262-242-2040 or wallgans@worldnet.att.net.

**January 28, 2001**—*Wisconsin Tree Board Reception* (part of the Wisconsin Annual Urban Forestry Conference). Regency Suites, Green Bay, WI. Sponsored by the Wisconsin Urban Forestry Council. Contact your regional urban forestry coordinator (see page 16).

January 28, 2001—Wisconsin Urban Forestry Council quarterly meeting. Regency Suites, Green Bay, WI. Contact Ryan Baker, 608-261-8455 or bakerr@dnr.state.wi.us.

**February 6–8, 2001—** *Trees & Utilities National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or <a href="mailto:conferences@arborday.org">conferences@arborday.org</a>.

**February 23, 2001—***The Practice of Restoring Native Ecosystems seminar*. Minneapolis/St. Paul, MN. Contact the National Arbor Day Foundation, 402-474-5655 or <a href="mailto:conferences@arborday.org">conferences@arborday.org</a>.

March 2, 2001—*Plants Out of Place: Invasive Plant Conference for the Upper Midwest*. Eau Claire, WI. Contact: Kelly Kearns, Endangered Resources, DNR, 608-267-5066 or kearns@dnr.state.wi.us.



establishes a list of qualified, interested candidates to interview or require proposals of. The RFQ should briefly describe the project, desired products and minimum qualifications. The RFQ should also ask for a list of names and credentials of key personnel, a list of similar projects, and names and telephone numbers of clients for whom the consultant has done comparable work. Check three or more references, inquiring about ability to meet deadlines, availability and responsiveness, communication style, quality and usefulness of products, etc.

The RFQ process is followed up by personal interviews or by issuing a Request for Proposals to the screened list of consultants. The RFQ phase is sometimes omitted as a separate step, with the client moving directly to a combined RFQ/RFP. Although this can shorten the project time line, there is some risk that an insufficient number of consultants will reply to the request, reducing options for the client or delaying the project. With or without a prior RFO, the request should clearly describe the project and expected outcomes or products. It should contain additional project information such as: budget, staff, timeline and deadlines, type of contract anticipated, technical standards and specifications, criteria for evaluating proposals, directions and deadline for submitting proposals, date and method of award notice, and name and telephone number of your agency's representative. Specify that cost proposals be itemized.

Evaluate proposals based on predetermined criteria such as proposal quality, clarity and compatibility with your agency's needs. Conduct interviews, especially if there are finalists you haven't worked with before. Avoid selecting a consultant solely on

the basis of cost. Be sure to notify all who submitted proposals when a bidder is selected.

#### Negotiating the Contract

You'll need to formalize the project's requirements and responsibilities with a signed agreement. The consultant may have a standard agreement for their services. Your legal counsel can advise you whether to accept the consultant's agreement as is, modify it or negotiate one specific to your project. The consultant's fee and method of payment may be negotiable, with most requiring a down payment. In addition to payment basis, the formal agreement should include:

- general terms and conditions
- detailed scope of services
- specific products/deliverables
- client ownership of products and data
- deadlines
- approval process and terms
- resolution of disputes

#### Managing the Project

Hiring a consultant does not relieve the client of commitment to the project. The client is ultimately responsible for a successful project and must take active ownership of both the process and the outcome. Without guidance and input, the consultant can only guess at what the client wants, and the outcome is likely to be disappointing to both parties. Appoint a single project manager to take charge of all project activities and serve as the point of contact with the consultant. The project manager can and should rely on a support team, including the tree board, municipal staff, local elected officials and regional urban forestry coordinator, for input throughout the project.

continued on page 11

## Events, cont.

March 6–8, 2001—Social Issues and the Environment: A Green Approach to Improving Our Communities. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or conferences@arborday.org.

March 21, 2001—Wisconsin Urban Forestry Council quarterly meeting. Madison, WI. Contact Ryan Baker, 608-261-8455 or bakerr@dnr.state.wi.us.

March 26–28, 2001—*Building with Trees National Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or <u>conferences@arborday.org</u>.

May 1–3, 2001—*Urban Wildlife Management Conference*. Lied Conference Center, Nebraska City, NE. Contact the National Arbor Day Foundation, 402-474-5655 or <u>conferences@arborday.org</u>.

**August 12–15, 2001—***International Society of Arboriculture Annual Conference*. Hilton Hotel, Milwaukee, WI. Contact ISA, 217-355-9411 or <a href="mailto:isa@isa-arbor.com">isa@isa-arbor.com</a>.

**September 5–8**—*National Urban Forestry Conference*, "Investing Natural Capital in Urban Places." Washington, DC. Contact American Forests 202-955-4500 or <a href="http://www.americanforests.org">http://www.americanforests.org</a>.



If there is a meeting, conference, workshop or other event you would like listed here, please contact Dick Rideout at 608-267-0843 with the information.



# Urban Wildlife:

# Developing an Urban Wildlife Plan

by Ricky Lien DNR Urban Wildlife Specialist

The DNR's Urban Wildlife Damage Abatement and Control grants (UWDAC) can be used to either develop a wildlife plan or to implement damage abatement or control measures that are the result of an established wildlife plan. In discussing the UWDAC grant program with municipal officials, the question often comes up, "What is a wildlife plan?" And it's a good question.

I have shelves full of books and journals that contain wildlife plans for areas, habitats or species. But, many times the person who has been asked to be the point person for a town or city's deer or goose problem has a background very different from what they've been asked to do. I've dealt with police chiefs and detectives, urban foresters, city attorneys and administrators. How do you explain to someone who probably doesn't have a wildlife background how to prepare a wildlife plan? It forced me to think about what a wildlife plan really is.

At the risk of greatly oversimplifying things, but in an effort to provide guidance to communities applying for a UWDAC grant, we developed a worksheet with three questions. Answering these three questions will in most cases satisfy the requirement for a wildlife plan.

- 1. What is the current population of deer or geese in your urban area? How was this number determined? What are the negative consequences of this population? This seems pretty straightforward—How many deer or Canada geese are there? Is the estimate based on an actual survey or anecdotal information? What are the animals doing that is causing you to want to manage them?
- 2. What is the desired population of deer or geese in your municipality? How was this determined and what public input was obtained to show public acceptance of this desired population level? The answer to this question can be tougher to get a handle on. Some of our management guidelines come into play; e.g., it should be a community decision and there is no right or wrong number, with the exception that you can't try getting rid of

all the animals. Getting the answer here might involve holding a public hearing or two, or sending out a survey. It can also help to talk with other towns and cities to find out what has been successful for them.

3. What technique(s) do you propose to use to obtain the population goal or to control the damage being caused? Here's where I or USDA Wildlife Services (the federal

government's agency that deals with nuisance wildlife issues in Wisconsin) get involved in providing technical assistance and information to communities about reasonable damage abatement methods and population control techniques available to local governments.

What the above questions boil down to are: a) how many animals are there, b) how many do you want there to be, and c) how are you going to get from a to b. When you think about it, this sequence of questions is applied to a lot of our traditional wildlife management activities. Let's look at last year's bear population in Wisconsin in relation to these questions.

- 1. How many bears were there? The statewide population was estimated at about 13,750.
- 2. How many bears did we want? Let's say we want around 10,000. This is determined with input from various sources including DNR wildlife biologists, the Conservation Congress, damage and nuisance complaints and public tolerance levels.
- 3. How are we going to achieve this goal? Hunting is our traditional method of managing bear numbers. Hunting success rates can vary, but a good estimate is that about 55 percent of the people who get a bear permit are successful in harvesting a bear. So, if we wanted to harvest 3,750 bears out of the current population to get to our goal, we needed to issue about 6,800 permits.

Again, this is a gross oversimplification, but the basics for developing a wildlife management plan are there. Anyone working with an urban population of geese or deer should be able to develop a similar plan.

You can now add the title "wildlife biologist" to your business card.



# Nurturing Volunteers

Note: The following was taken from a tip sheet created by American Forests, PO Box 2000, Washington, DC, 20013, 202-955-4500.

As a tree group, do not think that success will be measured by how many trees you plant. Your ability to attract and involve many volunteers should be an equally important standard. With a powerful volunteer force, more trees will be in the ground and thriving, and more people will have discovered their role as stewards.

#### Recruitment

Potential volunteers are everywhere. Your job is to identify them—or have them identify themselves to you. The most powerful form of recruitment is word of mouth.

Set up a booth or table at community events and fairs. Post a simple notice on the bulletin boards in libraries,

government agencies, volunteer centers, colleges and universities or youth organizations. Write short articles for the local newspaper and have volunteer meetings listed in the calendar section.

Try for a piece in the staff bulletins of companies that promote employee volunteerism. Script a public service announcement for your local radio or community cable station. Look for opportunities to speak to service clubs and youth groups. Bring a slide show that shows volunteers in action.

#### Retention

Don't expect to hold a volunteer forever. People's interests and life circumstances change. The key is to do everything you can to keep your volunteers volunteering. The longer you retain them, the less precious time you'll need to put into constant recruitment.

continued on page 14



#### **Consultants** continued from page 9

Meet with the consultant at the project outset to go over the written agreement and define expectations. This initial meeting is important to head off potential misunderstandings, develop a rapport between the agency and consultant, set the tone for future communications, reveal attitudes and otherwise establish a basis for the client-consultant relationship. This initial meeting should not be the only face-to-face contact you have with the consultant. Your formal agreement should specify periodic meetings or briefings. Such meetings are necessary to keep the project on track and deal with any problems that may have cropped up. Don't assume problems will work themselves out—they seldom do. Document in writing any perceived problems to serve as a basis for discussion with the consultant, or to support your case in the unlikely event of mediation, arbitration or litigation.

Failing to keep projects on schedule is a common pitfall. Develop and adhere to a project timeline. Give the consultant and your support team adequate time to meet interim and final deadlines. Expect that the consultant has other clients and can not necessarily respond on a moment's notice. Allow plenty of time for review and input, re-writes and approval. Build in a cushion to cover unanticipated delays. Don't underestimate the amount of time necessary to complete written products—it takes time to do a good job.

Monitor the project and provide the consultant with timely feedback. Enlist your regional urban forestry coordinator for input if you lack technical expertise. In general, consultants are interested in conceptoriented input, not simply wordsmithing. Don't allow sophisticated looking or voluminous products without substance to influence your evaluation of quality. Consider whether recommendations are clear and realistic. Is the product useful? Are you willing and able to implement the recommendations? Have the terms of your agreement been fulfilled? You are not obligated to accept the consultant's work. Don't allow deadlines to force you to accept an otherwise unacceptable product.

Avoid asking the consultant for services beyond the scope of your agreement unless you are willing to pay for them. Consultants bid on jobs according to the estimated amount of time needed to complete the job. Just as you would not expect free legal services from an attorney, don't expect the consultant to provide recommendations or services on tree matters outside the scope of the project or after project completion.

Strong client—consultant relationships are based on thoughtful selection, clear and honest communication, and active project management by urban forestry organizations or agencies. The urban forest benefits from mutually respectful partnerships in which consultants receive prompt and fair consideration of their time and efforts, and agencies receive high-quality, professional performance on urban forestry projects.

#### References and Resources:

Kelly, E.D. 1993. *Selecting and Retaining a Planning Consultant*. APA Planning Advisory Service. PAS 443.42pp.







# Organization Profile: American Planning Association (APA)

The following information was adapted from the APA web site.

The American Planning Association is a nonprofit public interest and research organization representing 30,000 practicing planners, officials and citizens involved with urban and rural planning issues. Twothirds of APA's members are employed by state and local government agencies and are involved in formulating planning policies and preparing land use regulations. APA's objective is to encourage planning that will contribute to public well-being by developing communities and environments that meet the needs of people and society more effectively.

APA has 46 regional chapters, including a 600member Wisconsin chapter. The American Institute of Certified Planners is APA's professional and educational component, certifying planners who have met specific educational and experiential criteria and passed the certification exam.

#### Offices/Departments

The national headquarters in Washington, DC houses the policy and public information departments as well as the AICP. The research, publications, conference, education, membership and marketing departments and council programs (chapter, division and student services) are in Chicago.

#### **Policy**

APA educates policy makers on land use planning issues and advocates policy changes to incorporate planning principles at all levels of government. Current national legislative priorities include Smart Growth and brownfields legislation and policy.

#### **Public Information**

The Public Information Office educates media and the public about the importance of planning and the role of planners in shaping our nation's communities. It also recognizes successful planning initiatives and efforts through the annual National Planning Awards.

#### Research

APA conducts extensive research on planning topics, including those sponsored by agencies and other associations. A current project, Growing Smart, includes a legislative guidebook to help decision makers update state land use laws to fit modern uses. Other research projects include: the Land-Based



Classification Standard project, sponsored by the Federal Highway Administration, and a report on gambling, economic development and historic preservation, cosponsored by the National Trust for Historic Preservation.

#### **Publications**

APA publishes numerous periodicals: Planning, a monthly magazine; Zoning News, a monthly newsletter on local land-use controls; the Journal of the American Planning Association, a quarterly journal; and Land Use Law & Zoning Digest, a monthly law journal. APA also publishes the quarterly newsletter The Commissioner for planning officials and Resources for those teaching children about planning. Six in-depth Planning Advisory Service (PAS) reports on selected topics are also published each year. PAS also publishes the monthly newsletter PAS Memo. All APA publications, including more than 700 titles from Planners Press, are available from the Planners Book Service online. Portions of some APA publications are also available online. The Wisconsin Chapter produces WAPANews online, available at www.uwm.edu/Org/wapa/org/.

#### **Conferences and Education**

The next national conference, which annually brings together more than 4200 planners, planning commissioners and students, will be held March 10-14,2001, in New Orleans.

APA also produces audio conferences, manuals, training workshops, and video and audio tapes to promote education about planning.

#### Membership and Services

Membership in APA includes subscriptions to Planning, Zoning News and Land Use Law & Zoning Digest, and a subscription discount to the APA journal. APA members also receive discounts on conference registration fees and book titles from the Planners Book Service. Regular membership in APA is currently \$133, plus chapter dues. Reduced rates for planning board members and students are available. Members can also subscribe to APA's JobMart as well as the Planning Advisory Service which offers assistance from research staff on zoning ordinances, subdivision codes, local comprehensive plans, planning agency reports and other types of planning information.

Visit APA's web site at <a href="http://www.planning.org/">http://www.planning.org/</a>.





# The Idea Exchange...

Compiled by John Van Ells DNR Southeast Region

#### Community E-mail List

To facilitate communication between communities, the DNR Southeast Region urban forestry coordinators have created an e-mail distribution list of community foresters. The list has been used several times by communities to survey their peers on a variety of issues. As an example, the city of Kenosha used the list to determine what other communities were doing with used Christmas trees. They were looking to take their staff out of the operation and let the waste division handle it as a way to free up forestry staff to get more street tree pruning done.

The city found that ninety percent of the respondents either chip or grind the trees for reuse, as does Kenosha. But about fifty percent of the communities used contract labor (BFI or Waste Management) to deal with the Christmas trees, not in-house staff. The information gathered was useful in their deliberations for a policy change.

Info: Contact Kim Sebastian, 414-263-8602, sebask@dnr.state.wi.us or John Van Ells, 262-670-3405, vanelj@dnr.state.wi.us.

### Wisconsin Forests at the Millennium Wisconsin Forests at the Millennium: An

Assessment provides an overview of the state of Wisconsin's forest resources from ecological, economic and social perspectives—the pillars of sustainable forestry. This report was developed by DNR staff from various disciplines and will serve as a springboard from which we can develop a statewide

forest plan that will serve Wisconsin for the next decade or so.

As a start in this planning effort, we are asking for your help in ensuring that the new statewide forest plan will address the most important trends and issues. You can read the report on our web site, http:/ /www.dnr.state.wi.us/org/land/forestry/Look/ assessment/assessment.htm or, if you prefer, request a printed copy from the Wisconsin DNR Division of Forestry, PO Box 7921, Madison, Wisconsin 53707 or e-mail heldk@dnr.state.wi.us. After reading the report, please take a few minutes to complete the survey (click on "Give Us Your Input"), through which you can indicate your evaluation of the importance of the trends and issues that we have identified, as well as identifying other important trends or issues. The results of this survey will help us to understand what the citizens of Wisconsin care most about with regard to our forest resources.

In subsequent steps in the planning process, we will ask you to help prioritize trends and issues and identify the organizations and entities outside DNR (our partners and publics) who are in a position to help address the highest-priority trends and issues. We want to invite into this process all citizens who care about our forest resources. If you are interested in participating in this process and wish to receive notices of future steps, please include your name and contact information at the end of the survey form.

We would appreciate your completed survey by January 5, 2001.





Does your community or organization have an idea, project or information that may be beneficial to others? Please let your regional urban forestry coordinator know. We will print as many of these as we can

If you see ideas you like here, give the contact person a call. They may be able to help you in your urban forestry efforts.

## Deadlines and Datelines

A Tree Board Member Reception will be held the first evening of the Wisconsin Annual Urban Forestry Conference, Sunday January 28, 2001, at the Regency Suites in Green Bay. All local tree board members and those interested in tree boards are invited. There will be a guest speaker and round-table discussion. Everyone is encouraged to register and attend the whole conference, however if you can only attend the reception, there will be no charge. Conference registration forms are already mailed out. If you did not receive one, you can get it from our website or contact your regional urban forestry coordinator. Find both addresses on page 16.

National Arbor Day Poster Contest for fifth graders packets were sent out to all public and private Wisconsin elementary schools in December. If you know any fifth-grade teachers, encourage them to participate. Each school may submit only one poster to the state contest. The top three state winners

get plaques and savings bonds courtesy of the Wisconsin Arborist Association, and a tree for their community courtesy of the Wisconsin Nursery Association. The submission deadline for school winning posters is February 21, 2001. For additional contest packets contact the DNR Division of Forestry, PO Box 7921, Madison, WI 53707 or <a href="mailto:rideor@dnr.state.wi.us">rideor@dnr.state.wi.us</a>.

The Wisconsin Arborist Association is hosting the 77<sup>th</sup>
Annual International Society of Arboriculture Conference
and Trade Show in Milwaukee, August 12-15, 2001. This is
the largest conference on tree care, attracting over 2000
participants from around the world! Preliminary programs will
be out in February. There will also be a big need for
volunteers, before and during the conference. If you are
interested in volunteering, contact Dick Rideout (see page
16). For more information visit the ISA website at <a href="http://www2.champaign.isa-arbor.com">http://www2.champaign.isa-arbor.com</a>.



# Council News: Planning for Upcoming Events

by Chris Giese, Chair Wisconsin Urban Forestry Council

Council members were present, enthusiastic and full of a lot of good ideas at the fall meeting!



Wisconsin Urban Forestry Council Chair Chris Giese

The **Tour des Trees** is a bicycle tour organized by the International Society of Arboriculture's Research Trust to raise funds for tree research. The tour will run through Wisconsin in August 2001, ending in Milwaukee at the site of the 2001 ISA annual conference. Dave Stephenson introduced the Tour des Trees core planning team members and extended an invitation to council members to serve on the team. Karl Parker, International Tour Coordinator, who has ridden in the Tour des Trees since 1992,

gave an excellent presentation on the 2000 tour, which had 70 riders and grossed over \$300,000, of which \$180,000 went to tree research. This is quite an impressive showing of organization and enthusiasm.

The council has adopted the Tour des Trees this year as its primary public awareness effort. The key to

having a successful tour is to organize education and celebration events along the route that involve local communities and create a focal point for the media and public. The council will use its network of contacts to investigate communities, companies and organizations along the tour route that would be willing to sponsor events, offer donations or volunteer services.

Council members are organizing the third annual Wisconsin Tree Board Reception on Sunday evening, January 28, 2001, at the annual urban forestry conference. Members of local community tree boards throughout the state are invited. Paula Rosenthal, a high-energy urban forestry coordinator and radio show host from Montana, will provide a motivational and educational presentation focused on tree board effectiveness and will lead a round-table discussion to address audience concerns. The reception and conference will be held at the Regency Suites, Green Bay.

Council member Laurie Bishop was able to attend the Grassroots Summit in Nebraska City. She encouraged other members to attend in the future and felt it was an educational and worthwhile conference.

#### **Volunteers** continued from page 11

#### Respect your volunteers

Run your tree group in a way that makes them want to stick around. The following aspects are volunteerattractive:

- Participatory decision making: People are committed to the plans they make.
- Flexibility: Be open to new ideas and ways of doing things.
- Teamwork: Volunteers want to be valued members
- Sense of humor: Hard work should not preclude hard play.
- Close contact: A feeling of connection and affiliation to others is important.
- Feedback loops: It's satisfying to know the effects one's work has had.

#### Understand the changing population of volunteers

Adapt your programs to the needs and values of your volunteers rather than always expecting them to fit your routine. Develop programs and projects that:

- suit varying schedules, including weekdays, evenings and weekends
- are planned so as not to waste volunteers' time

- attract volunteers who reflect the cultural diversity of your community
- constantly offer new challenges

#### Recognition

Volunteers are a priceless resource without which your organization would cease to exist. One cannot over-emphasize their importance, yet all efforts at acknowledgment must be genuine. Your visible appreciation of their involvement can motivate them to continue or even increase it. While thanking volunteers for what they've already done, remember to also let them know what's new and exciting in your shared future. Here are some other ways you can show your high regard:

- thank you notes after every event
- meaningful awards for long service, like pruners in a leather holster
- letters of recommendation for college students
- an annual awards dinner
- leadership roles like project coordinator
- opportunities to represent your organization writing articles for local newspaper, attendance at conferences
- nominations for various local, state or national volunteer/citizen awards

#### **Inventory** continued from page 5

features of higher-priced tree inventory software programs. Also like the index card file system, it allows the community to decide how much information they want to collect on each tree. Communities need to have someone on staff who has experience with the software and they must recognize the time commitment required for keeping data and software up to date. If the data are keyed to a geographic location and the community has a GIS system it can generally be linked into it.

Commercial Inventory Software—This is a complete tree inventory with data keyed to street locations. Also computer-based, this method uses software specifically designed for tree inventories. This software generally assists in not only keeping track of trees, but of crews, budgets, accounting information, purchase orders and other management information. There are varying levels of customization available and most offer a very high level of data analysis. The data can also generally be linked to a GIS system. These software packages are designed for high-end use by medium to large communities. Consulting companies provide technical support that may range from simply trouble-shooting the software to a complete turnkey job in which the consultant collects and maintains the data. Upgrading to future versions of the software can be difficult and expensive. While this is a very powerful tool, like any complete inventory, it requires significant investment to maintain and update the data. The publication, A Guide to Street Tree Inventory Software<sup>2</sup>, compares the features and requirements of many commercial inventory programs. Be aware that some of the entries in this publication are already out of date due to the rapid evolution of software. Contact the vendors for information on their most current version.

#### **Pruning Elms:** continued from page 7

#### **References:**

Byers, J.A., P. Svihra and C.S. Koehler. 1980. *Attraction of Elm Bark Beetles to Cut Limbs on Elm*. J. Arboric. 6:245–246.

Hart, J.H., W.E. Wallner, M.R. Caris and K.D. Gurdon. 1967. *Increase in Dutch Elm Disease Associated with Summer Trimming*. Plant Dis. Reptr. 51:476-479.

Landwehr, V.R., W.J. Phillipsen, M.E. Ascerno and R. Hatch. 1981. *Attraction of Native Elm Bark Beetle to American Elm after the Pruning of Branches*. J. Econ. Entom. 74:577-580.

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#### Geographic Information System (GIS)—With a GIS

system, tree data are referenced to a geographic point, which allows precise mapping. The tree "layer" can be used in combination with plat maps, ortho photographs, utility and road data, etc. making it a very powerful planning tool. An important benefit for the development of a tree layer in GIS-capable communities is the automatic inclusion of the tree resource in the planning process for inter-departmental decisions. Note that this is not an inventory system per se, but a companion program that integrates inventory data and facilitates analysis and integrated management. The data are still kept on a database of some type that is linked to the GIS mapping software. Because of its complexity and cost, city foresters should not pioneer GIS for the community. It will be most useful if base layers already exist for other things as mentioned above. Additionally, foresters need to be certain that their data are compatible with the system and other city departments. Because it can display inventory information and analyses visually, it can be an excellent planning and very effective public relations tool. While typically thought of as a tool for large communities, it can be equally useful and functional for smaller communities that have a GIS system in place.

From page 7 -

### What Damaged This Tree?

by Kim Sebastian DNR Southeast Region

Answer: These euonymus shrubs are infested with the webs of the euonymus caterpillar. According to the Eau Claire city forester, the insects were discovered at night, unhappily, by a couple of teenagers who were taking a shortcut through a park and found themselves in the midst of the webbing—the threads not only encompass the shrubs but extend for some distance from the trees and coat the ground below. High-pressure hoses from the fire station adjacent to the park were used to knock down the webs.

According to Phil Pellitteri, the insect is a relative newcomer to Wisconsin that has made something of a comeback in various locations around the state this past year.



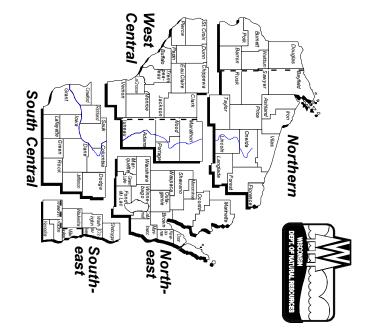
Do you have pictures of tree damage others ought to know about? Send them to Kim Sebastian (address on page 16) and we'll print them here!

<sup>&</sup>lt;sup>1</sup> Jaenson, R. 1992. *Statistical Method for the Accurate and Rapid Sampling of Tree Populations*. J. Arboric. 18:171.

<sup>&</sup>lt;sup>2</sup> Olig, G.A. and R.W. Miller. 1997. *Guide to Street Tree Inventory Software*. USDA Forest Service, Urban Forestry Center for the Midwestern States, St. Paul, MN. See also <a href="http://www.na.fs.fed.us/spfo/pubs/urbanforestry/streettree/toc.htm">http://www.na.fs.fed.us/spfo/pubs/urbanforestry/streettree/toc.htm</a>.



**DNR Urban** Community Wisconsin Contacts Forestry and



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SERVICE TO PROPE AND THE MESOURCE

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Southeast Region - North 1/2 Urban Forestry Coord. John Van Ells

e-mail: vanelj@dnr.state.wi.us (Sheboygan, Washington, Ozaukee & Waukesha Counties) 3544 Kettle Moraine Road Hartford, WI 53027 Phone:(262) 670-3405 Fax: (262) 670-3411 Pike Lake State Park

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